



Assessing the Need and Feasibility of a Public Tour  
Program for the Marine Resources Division of the  
South Carolina Department of Natural Resources

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## Contents

1. Introduction.....	3
2. Problem Statement.....	6
3. Data Collection.....	7
4. Data Analysis.....	8
5. Recommendations.....	12
6. Implementation Plan.....	13
7. Summary.....	14
8. References.....	15
9. Appendices .....	15

## Introduction

South Carolina's natural resources contribute nearly \$30 billion in tangible economic benefits to the state's economy and support 230,000 jobs, providing more employment than any other state asset. Well- managed natural resources exert a positive impact on residents' quality of life, which proves to be essential for economic development. A higher quality of life results in residents being more likely to remain where they are, spend more of their time and money in the vicinity of where they live, and being less likely to move out of the state. Retaining residents and their recreation-related expenditures in state provides essential benefits to service-related businesses in South Carolina (University of South Carolina Moore School of Business, 2009).

The Mission of the South Carolina Department of Natural Resources (SCDNR) is to serve as the principal advocate for and steward of the state's natural resources. The Department envisions an enhanced quality of life for present and future generations of South Carolinians through improved understanding, wise use, and safe enjoyment of the states healthy, diverse, sustainable, and accessible natural resources. The agency strives to be a trusted and respected leader in natural resources protection and management, by consistently making wise and balanced decisions for the benefit of the state's natural resources and its people (South Carolina Department of Natural Resources Vision for the Future).

The Department develops and implements policies and programs for the conservation, management, utilization and protection of the state's natural resources based upon scientifically sound resource management, assessment and monitoring, applied research, technology transfer, comprehensive planning, public education,

technical assistance, and constituent involvement. The Department is comprised of five divisions: Land, Water and Conservation, Law Enforcement, Marine Resources, Outreach and Support Services, and Wildlife and Freshwater Fisheries.

The Mission of the Marine Resources Division is to serve as the principal advocate for and steward of the state's marine resources with a vision of "Better decisions, better marine resources, better access to those resources, and enhanced quality of life" (South Carolina Department of Natural Resources Marine Resources Division Mission & Vision Statement). The division conducts routine monitoring and research on the state's marine resources and makes recommendations for the management of those resources. Biologists open and close marine fishing seasons, recommend size and catch limits for fish, track trends in abundance of marine species and review coastal development activities. Through the use of permits and permit conditions the managers control the harvest of fish, shrimp, crab and shellfish. The division monitors the status of marine species and the marine environment. Through the use of ocean-going vessels, modern laboratory equipment, and computer-generated maps, division staff monitor inshore and offshore finfish and shellfish populations and their environments. Research is aimed largely at understanding life histories and the impacts of nature and man on important marine organisms.

The division is headquartered at the Marine Resources Center in Charleston with field offices in Bluffton, Georgetown and Bennett's Point. The Marine Resources Center encompasses 78 acres of historic property located on James Island adjacent to the Charleston Harbor estuary. The Marine Center occupies land where the historic Fort Johnson was once located, and where the first shots of the American Civil War were

fired. The Center supports several state and federal research facilities on a modern campus that is primarily maintained by the South Carolina Department of Natural Resources. Other agencies and institutions located at the Marine Center include: College of Charleston's Grice Marine Biological Laboratory, Medical University of South Carolina's Marine Biomedicine and Environmental Sciences Program, NOAA's Center for Coastal Environmental Health and Biomolecular Research (CCEHBR), National Institute of Standards and Technology (NIST), and the Hollings Marine Laboratory (HML). The SCDNR facilities at the Marine Center include the Marine Resources Research Institute (MRRI), the Office of Fisheries Management (OFM), and the Office of Coastal Reserves and Outreach (CRO).

The MRRI provides the scientific expertise and facilities to support the Marine Division's resource management and educational programs. MRRI scientists work closely with the OFM to conduct research and monitoring programs to assess the condition of our coastal resources and provide data required to address policy and management issues related to those resources. MRRI facilities include a 50,000 sq. ft. building that contains approximately 8000 sq. ft. of wet lab space, 10,000 sq. ft. of dry laboratory space, a large classroom, a 150 seat auditorium, a computer center, and a marine science library operated in cooperation with the College of Charleston and NOAA's National Ocean Service.

The OFM is responsible for managing the state's marine resources and their associated habitats, including integration of economic and social benefits provided by these resources, and the equitable utilization of fishery resources. This mission encompasses responsibilities such as: regulation of fishing seasons, areas and

methods, issuance of recreational and commercial fishing permits, management of shellfish grounds, artificial reef construction and maintenance, acquisition of statistical records of various fisheries, the review and assessment of environmental permits, and development of legislative initiatives related to marine resources.

The CRO provides broad based informational, educational and public affairs support to all agency coastal programs and activities. Support includes production of news releases, coordination of media relations, legislative outreach, the production of special publications, dispensing public information, conducting educational and outreach programs, conducting special agency functions and other appropriate activities. It is the goal of the CRO to inform and educate the citizens of South Carolina about the ecological diversity and economical value of South Carolina's natural coastal resources, what the Agency is doing to better understand, manage and conserve natural coastal resources, the expertise the Agency uses in management and research endeavors, and what user groups can do to protect and conserve these resources.

### Problem Statement

The Marine Resources Division of the SCDNR receives repeated requests from a broad spectrum of the public for tours of the division's facilities and information on the research and marine resource management activities housed therein. The Division has no formal process to adequately address these requests, and no formal program to provide this service to constituents. Although no formal tour program exists for the division, requests for tours are still granted to a number of individuals/groups, resulting in inconsistent messages being communicated to the public. Additionally, the

opportunity to use the division's facilities, programs and staff as a vehicle for communication is lost, or at least severely limited, in the absence of a well designed, formal program communicating consistent messages.

### Data Collection

Data collection for this project consisted of two components: a literature review /analysis of past tour efforts within the division, and a survey of division staff. These two data sources were used to identify the logistical framework of past tour-related efforts within the division, to evaluate the success of these efforts, to gauge buy-in from division staff, and to identify potential content and target audience data for future tour initiatives.

Literature pertaining to past tour efforts of the division was found to be sparse. The primary record of tour activities used for this project was the *Plan For Marine Resources Division Tour Program*, produced by the SCDNR Information Coordination Office in 1986. The goal of this document was to produce a tour program that provided visiting groups and invited guests with information and an improved understanding of Marine Resources Division goals and objectives through a comprehensive educational program. Additionally, annual reports from the SCDNR Office of Public Affairs were reviewed in an attempt to quantify participation in division tour efforts.

In the second data collection component, division staff were invited to participate in a survey titled "MRD Tour Program". A seven question, web-based survey (Appendix A) was created in Survey Monkey (SurveyMonkey, 2010) and sent electronically to the 226 Marine Resources Division staff. The survey was designed to gauge staff buy-in to,

and participation in, the concept of a Marine Resources Division tour initiative, to identify potential tour program target audiences, and to gather potential content focus areas for future tour efforts.

### Data Analysis

Prior to 1984, tours of the Marine Resources Center were not considered to be a priority activity by the division. This resulted in a lack of an organized tour program being developed or conducted. Tour requests were received and processed by a single individual on a time permitting basis. This approach was deemed ineffective, resulting in a lack of interest from school groups who had previously toured the facilities as well as from those who had never participated in the program.

With the arrival of a new Division Director in 1984, a high priority was placed on public information and education, and the Information Coordination Office (ICO) was created for this purpose. An initial primary responsibility of the ICO was to organize and establish a professional tour program focused on programs being conducted at the Marine Resources Center. Tours were initially conducted by a small group of volunteers, and eventually the program was expanded and additional manpower was needed, resulting in approximately 45 MRD staff contributing over 1000 hours towards tour program conduction during the 1984-1985 time period. Due to this increase in demand, a number of problems and considerations were realized (South Carolina Department of Natural Resources Information Coordination Office, 1986), including:

- Once demand exceeded volunteer capabilities, employees were recruited for tours who otherwise would have preferred to not be involved.

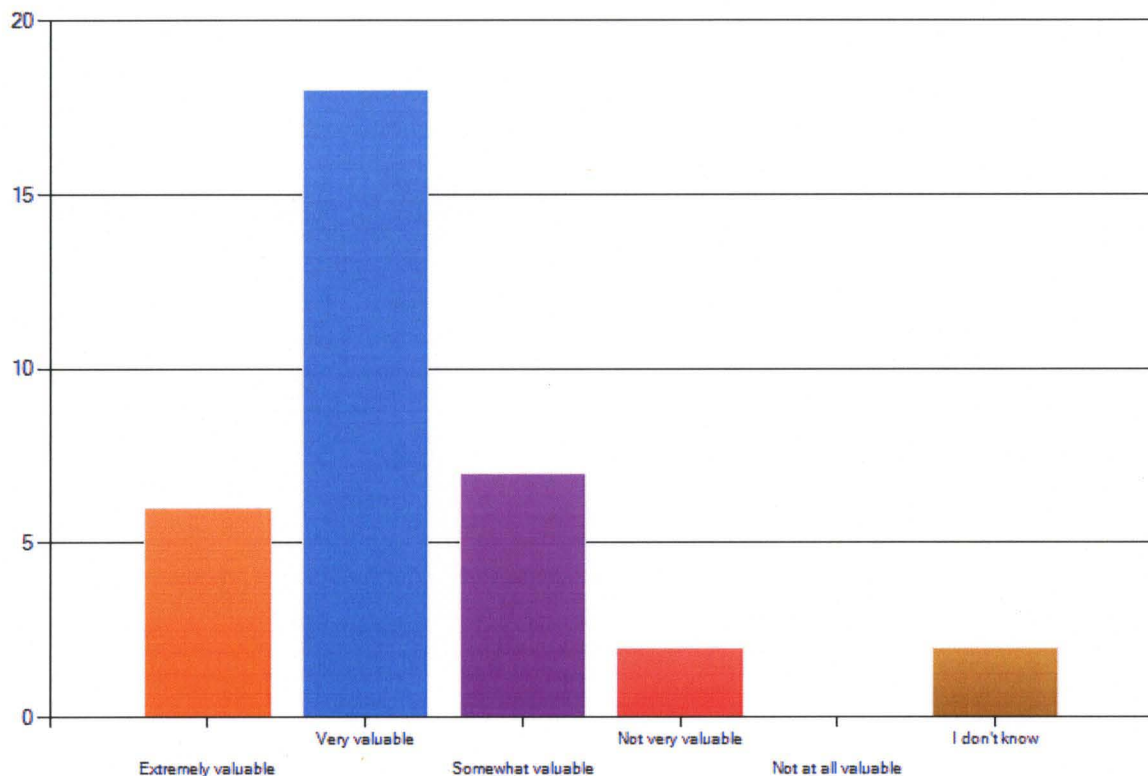


- Considerable additional hours were expended in implementing tours, programs and cruises including scheduling, re-scheduling, writing notices, writing reminders, etc.
- With proper promotion, the number of tours could be expected to double in number.
- Tours assigned to staff often conflicted with employee's normal work schedule, resulting in numerous re-scheduling issues.
- Evaluation of tours and programs was found to not be practical due to the number of employees involved.
- In-house training of individuals conducting tours was made extremely difficult and time consuming due to the large number of participants.

In addition to a literature review and analysis, Marine Resources Division staff (N=226) were surveyed on matters pertaining to a Marine Resources Division tour initiative (Appendix A). Only 35 respondents completed the survey, resulting in a 15.48% response rate. The response rate was lower than anticipated, potentially indicating a lack of interest in the survey subject matter. Only one reminder email was sent to surveyed staff, and, in light of the low response rate, an additional reminder email may have been effective in increasing survey participation. Additionally, with the agency undergoing severe staff reductions, the possibility remains that those staff deemed unresponsive may have limited their work efforts (including responding to surveys) to their core responsibilities to the agency. Responses were gathered (Appendix B), and an analysis of these responses revealed:

- 17.1% of respondents found the concept of a Marine Resources Division tour program to be “Extremely valuable”, 51.4% found the concept “Very valuable”, and 5.7% found a tour program to be “Not very valuable”. No respondents judged a tour program as “Not at all valuable”.

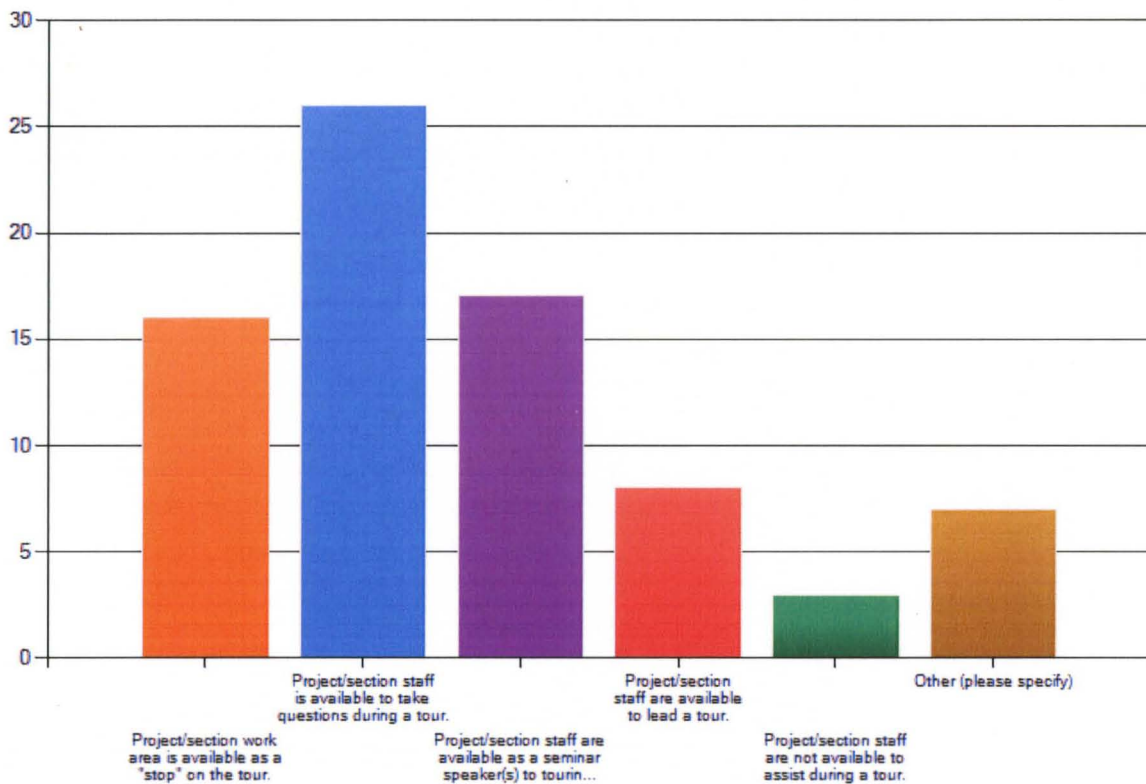
**How valuable to the Marine Division do you feel the concept of a SCDNR Fort Johnson facilities tour program is?**



- 80% of respondents provided at least three topics that they felt should be communicated in a tour program about their section/project.
- 79.3% of respondents provided at least three topics they felt should be communicated about the Marine Resources Division as a whole.
- When surveyed on the role, or roles, they envision their section/project having in a tour program, 48.5% responded that their project/section would be available as

a “stop” on the tour, 78.8% responded their staff would be available to take questions on a tour, 51.5% responded their staff would be available as a seminar speaker on the tour, 24.2% responded their staff would be available to lead a tour, 9.1% responded their staff would not be available to assist in a tour, and 21.2% specified “other”.

**What role(s) do you envision your project/section having in a tour program? (Please choose all that apply.)**



- 100% of respondents provided input on one other on-site outreach activity they felt were as, or more, valuable than a tour program. 44.4% provided input on two activities, 16.7% provided input on three activities, and 5.6% provided input on four activities.

- 48.4% of respondents felt school groups/students were the most important target audience for a tour program. 25.8% of respondents identified the general public as the most important target audience, and 12.9% identified decision makers/legislators as the most important audience.
- 42.9% of respondents indicated school groups/students were the second most important target audience for a tour program. 21.4% of respondents identified the general public as the second most important target audience, and 12.9% identified decision makers/legislators as the second most important audience.

### Recommendations

- A Marine Resources Tour Committee should be established to define short and long-range goals and objectives of a tour program and to provide valuable insight into desired tour content. This committee should be comprised of staff from MRRI, OFM, and CRO. This study, in conjunction with cited references, can provide a framework from which to these efforts.
- School groups, decision makers/legislators, and the general public should be given priority consideration as tour program recipients. These groups have been identified by experienced staff as valuable segments of the population, in terms of potential returns on outreach investment.
- Tour program participants should be administered a post-program evaluation. The evaluation should be posted online, and groups will not be considered for future participation as unless a significant number of attendees reply. The evaluation will be used to gauge success of both the logistical processes

associated with the program as well as the program content itself. Additionally, an evaluation should be administered to Division staff associated with the program, and all division staff should be periodically surveyed to gain insight and suggestions on the program.

- In an effort to respect the day-to-day operational efficiency of the division facilities, tours should be limited to no more than one per day.
- To enable the program to operate at the suggested staff levels, while administering high quality content, no more than four tours should be conducted per month, preferably one per week.
- Due to size restrictions of facility buildings, tour groups should be limited to no more than 25 individuals.
- A minimum two-week notice should be required to schedule a tour.
- A tour schedule should be posted each week in the MRRI, OFM, and CRO buildings.

#### Implementation Plan

- Tour program activities should be coordinated and conducted through the Office of Coastal Reserves and Outreach, as CRO staff is responsible for planning, coordinating, and implementing information and educational activities of the division.
- One hourly staff member, contributing 9-10 hours/week, should be utilized to coordinate the program. At a rate of \$10.00 per hour (including 27.1% indirect and 10.0% fringe), staff costs to coordinate the project equal \$6,426.55.

- A minimal amount of time would be contributed by the current division Switchboard Operator, who would field and forward calls associated with the program. This job duty (1-2%) would be written into the current job description of the Switchboard Operator.
- Costs associated with written tour materials, including printing and design costs, should be \$500.00/year, maximum.
- In an effort to keep personnel costs at a minimum, volunteers should be utilized to assist in the conduction of the tour program. Volunteers within division staff, who have expressed interest in participating, should be identified and utilized initially. If it is determined that additional staffing is needed, non-staff volunteers from within the community could be identified and utilized.
- The tour coordinator, in conjunction with volunteer assistance, will be responsible for marketing the program to identified target audiences, program scheduling, conducting tour efforts, designing and revising program scripts and materials, and post-tour evaluations.

### Summary

According to the findings of this report, a tour program of the Marine Resources Division facilities and activities at the Marine Resources Center is a worthwhile endeavor. The majority of staff highly value the concept, and are willing to contribute time and resources in some manner to the effort. With a minimal level of funding, a high-quality program could be administered to defined, valuable target audiences,

providing a rewarding public relations experience to both participants, staff, and the division as a whole.

### References

1. Underappreciated Assets: The Economic Impact of South Carolina's Natural Resources. 2009. University of South Carolina Moore School of Business.
2. South Carolina Department of Natural Resources Vision for the Future.
3. South Carolina Department of Natural Resources Marine Resources Division Mission & Vision Statement.
4. Plan For Marine Resources Division Tour Program. 1986. South Carolina Department of Natural Resources Information Coordination Office.
5. SurveyMonkey. 2010. [www.surveymonkey.com](http://www.surveymonkey.com).

### Appendices

Appendix A: MRD Tour Program Survey, pg.15

Appendix B: MRD Survey Responses, pg.16

## Appendix A – MRD Survey Questions

1. *How valuable to the Marine Division do you feel the concept of a SCDNR Fort Johnson facilities tour program is?*

- Extremely valuable
- Very valuable
- Somewhat valuable
- Not very valuable
- Not at all valuable
- I don't know

2. *Within the scope of a tour program, what information do you feel needs to be communicated about your project/section?*

- 1.
- 2.
- 3.

3. *Within the scope of a tour program, what information do you feel needs to be communicated about the Marine Division as a whole?*

- 1.
- 2.
- 3.

4. *What role(s) do you envision your project/section having in a tour program? (Please choose all that apply.)*

- Project/section work area is available as a "stop" on the tour.
- Project/section staff is available to take questions during a tour.
- Project/section staff are available as a seminar speaker(s) to touring groups.
- Project/section staff are available to lead a tour.
- Project/section staff are not available to assist during a tour.
- Other (please specify)

5. *What other on-site outreach activities that the Division may not currently be providing do you feel are as, or more valuable, than a tour program?*

- 1.
- 2.
- 3.
- 4.
- 5.

6. *What audience(s) should a tour program cater to? (One most important, five least important.)*

- 1.
- 2.
- 3.
- 4.
- 5.

7. *Please use this space to provide any additional comments regarding a Marine Division tour program.*



## Appendix B - MRD Survey Results – Question # 2: Response A

*“Within the scope of a tour program, what information do you feel needs to be communicated about your project/section?”*

- Multiple ongoing projects within a section
- Importance of project outcomes to the state natural resources and economy.
- Fishery dependent data is important to understanding fisheries & fish populations
- How we are funded
- The impacts that development is having on our ecosystems
- How our section fits into the MRD Mission
- It's purpose and function
- Environmental Impact on habitat/species
- Marine resources are renewable, but not infinite.
- Link to Programs/Projects
- That GIS is an important tool here at SCDNR.
- Hybrid - state employees and vessel - federal funding
- That it exists
- The value of science based management decisions
- Value of Conservation
- Volunteers are how this program runs
- Habitat importance
- Use of hatchery fish to answer fisheries questions
- Direct impact to the public of services
- What we do or are doing at present time
- What we do
- Helping provide info for fisheries managers
- Science/research is not just about getting in the field
- Endangered fish, "mega-fauna", commercial value
- Importance of oysters as habitat for other species
- Relevance
- Necessity of the program to SC's resources
- Scope of responsibilities
- NERR mission
- What we do.

## Appendix B (cont.) – MRD Survey Results – Question # 2: Response B

*“Within the scope of a tour program, what information do you feel needs to be communicated about your project/section?”*

- Monitoring beach renourishment in the state.
- Mission of the organization
- Rely on the recreational, for - hire & commercial fishermen/dealers to provide this data - data only as good as what is reported to us
- The work we do
- The scope of projects that the section participates in
- Specific goals and objectives related to project work plan.
- Why it's important
- Oyster shell Recycling
- Harvesting (fishing) marine resources is a privilege, not a right.
- Importance of data collection
- What GIS is and how it is used at SCDNR
- Coverage area / only groups in the region conducting this scope of project on these species
- That DNR is committed to direct and indirect impact on natural resources
- The unique aspect of having a dedicated, mission oriented research institute within the MRD
- Use of protected lands in Research
- Oysters create habitat, filter, protect shoreline
- Public participation needed
- Genetic identification of hatchery fish (non-lethal)
- Interesting new developments
- Where we do it
- What the data we collect is used for
- Diet studies - ecosystem management
- Our research has immediate real-world application
- Need to work closely with the industry
- Efficiency
- Necessity of equipment/personnel to research
- Current research
- Why people should care

## Appendix B (cont.) – MRD Survey Results – Question # 2: Response C

*"Within the scope of a tour program, what information do you feel needs to be communicated about your project/section?"*

- Assessment of the States estuaries
- Role of the public in meeting the Marine Division mission
- Be willing to participate in intercept, mail, phone, online surveys with SCDNR - input valuable to resource management
- What that work means to the general public/user groups
- Tool used to achieve these goals
- What the public and South Carolina gains by all of the monitoring work
- Oyster shell planting
- Development has a major (negative) impact on marine resources.
- Safe and efficient operation of vessels, as a tool for scientific research
- Often the only data source for a given coastal species, when interest arises.
- That decision makers are interested in their natural resources
- The broad array of marine research we are able to conduct using funds other than state appropriations
- Value of education
- We use recycled shell
- Effects of human activities
- Projects that need funding to continue
- Where they might find more info.
- Why all this is important to the touring individual
- Important to understanding fish biology
- Just because the ecological value of something isn't known doesn't make it not important
- Sustainable approach to harvesting natural resources
- Usefulness
- Future developments
- Funding level

## Appendix B (cont.) – MRD Survey Results – Question # 3: Response A

*“Within the scope of a tour program, what information do you feel needs to be communicated about the Marine Division as a whole?”*

- Protecting our marine habitat
- Same as above
- Learn about the huge variety of research, monitoring, & management conducted at MRD
- How we are funded and can be supported through your help
- Role of MRD as a primary protector of our natural resources
- The practical value to SC coastal communities of the MRD.
- How important it is in monitoring the state's resources
- How the public interest can help MRD and thus help the environment
- We are dedicated professionals who are GROSSLY undervalued!!!
- The marine environment is fragile and can be severely damaged in numerous ways
- Importance of research as it's related to current and future natural resources
- Basic mission / goals
- That it exists, and what all it does
- That the MRD has a tremendous responsibility in terms of scope freshwater to the EEZ
- Economic impact of SC's coastal natural resources
- Stewards of resource
- Preservation and restoration of resources
- Direct impact to the public of services
- What we do?
- The breadth of fields we cover, biological as well as educational - interns, grad students, etc.
- Managing resources
- MRD employees support and conduct research in order to advise; we're not LE
- History of the location
- Protection of natural resources for future generations
- Relevance
- The amount of research that occurs at MRD
- Scope of responsibilities
- Mission statement and the structure of MRRI
- What we do

## Appendix B (cont.) - Survey Results – Question # 3 – Response B

*“Within the scope of a tour program, what information do you feel needs to be communicated about the Marine Division as a whole?”*

- Studying our marine habitat
- Explain SCDNR's limited authority - need for constituent participation in conserving natural resources
- The work we do/Number of people we employ
- The economic and ecological value of our natural resources
- The scope of our responsibility and limits of our authority.
- How it is world class research facility in need of support
- Natural resources cannot be managed with limited funding.
- MRD is the arm of SCDNR that serves to protect the marine environment as much as possible
- Rough breakdown of funding sources: state, revenue, federal
- How they can be involved
- Management decisions often are regional in scope and MRD programs (e.g. MARMAP, SEAMAP) play a vital role in providing information required for these decisions
- How protected lands/waters improve everyone's quality of life
- Broad-based
- Need for public involvement
- Interesting new developments
- Why we do it?
- The massive amount of data and information we have
- Conservation-minded
- MRD coverage extends beyond state waters and into federal waters
- Value of marine research
- Importance of combining research and management
- Efficiency
- Importance of updating equipment for research
- Research conducted by each group and how it relates to environmental stewardship & SC economy
- Why people should care

## Appendix B (cont.) - Survey Results – Question # 3: Response C

*“Within the scope of a tour program, what information do you feel needs to be communicated about the Marine Division as a whole?”*

- To ensure a future for all to enjoy
- Connection between natural resources & people's daily activities
- What our work means to the people of the state of SC/how much money estimated natural resources and their management brings to the local economy
- The role we play beside the other five divisions.
- How it's not just about law enforcement when it comes to SC's natural resources
- With the proper funding, we can be the best Marine Resource managers/researchers in the world (as we once were).
- The union of responsible use with protective management of our resources
- What we are able to do with that funding.
- That marine resources are important to their quality of life
- That the MRD is focused more than on just fishery management, and also has vigorous environmental and mariculture programs that support the health of our states fisheries.
- Division's commitment to research that promotes conservation & preservation
- Essential to proper management of resources
- Education on ways to better environment
- Projects that need funding to continue
- Why all this is important to the touring individual
- Research
- In several instances, MRD research is regional and the 'only game in town'
- Value to the state and nation of managing coast
- Appreciation of public support for the Agency
- Usefulness
- Importance of MRD to SC's resource management
- Outreach programs conducted
- Funding

## Appendix B (cont.) - Survey Results – Question # 5: Responses A-E

*“What other on-site outreach activities that the Division may not currently be providing do you feel are as, or more valuable, than a tour program?”*

- The history of the property here at Ft Johnson
- Volunteer Program - good idea but would need likely need a full time staff to coordinate that
- Highlighting history of the property/better develop a self guided tour for visitors
- Volunteer work days
- Student Shadow Program
- MRD should have a formal internship program and/or a Coop program with Universities.
- Volunteer liason.
- None
- Educational outreach talks (evening and here or elsewhere) that highlight marine division efforts
- History of fort johnson
- Educating those higher up the food chain as to why what we do is important
- Proper handling of fish (may occur in conjunction with tagging workshops?)
- Historical handout; old version given to Phil Maier
- Shadow efforts
- More volunteer opportunities
- Expand public field trips
- Should advertise job shadowing opportunities for all ages
- Not sure
- The History of the Marshlands House
- Enhance nature trail
- Email heads-up when groups are going to be coming around.
- Highlight of volunteer programs/opportunities
- Stop by the docks and see what commercial folks are catching and conduct Q/A with commercial folks so the p
- Intern efforts
- Opportunity to join field work
- A volunteer incentive program (certificates for resumes, college credit)
- Include campus map of what buildings house what/which agencies
- Collaborate with SC Aquarium's Sustainable Seafood Initiative to tour a fish house/restaurant to learn about co
- Tout HML, NOAA as well
- How different fishing gears work (from large research/commercial gears to individual gears)

## Appendix B (cont.) - Survey Results – Question # 6: Highest Level of Importance

*“ What audience(s) should a tour program cater to? (One most important, five least important.)”*

- Schools
- User groups
- Decision makers (city, county, state levels)
- School groups
- Elementary and high school students
- General "local" public
- School Kids (K-12)
- Schools/Students
- The State Legislature
- School kids
- Students
- Anyone who shows up on site and is interested to learn about us
- Adult - voting public
- Adult groups
- State & local legislators/decision makers
- Retired
- Basically, anyone interested, NOT limited to schools
- All
- Children
- Schools
- Grade school
- Politicians and administrators who make decisions about funding
- School groups (elementary)
- Consumers...recognize that we all fit this bill no matter the credentials
- Voting age
- School kids
- High school students
- Junior/Senior high school students
- General public
- Our taxpayers
- Schools



## Appendix B (cont.) - Survey Results – Question # 6: 2<sup>nd</sup> Highest Level of Importance

“What audience(s) should a tour program cater to? (One most important, five least important.)”

- Public group interests
- students pursuing natural resource careers
- Students/Educators
- Teachers
- elementary and high school students (repeated for emphasis)
- Statewide decision makers
- Legislators (and their hired lackeys, I mean lobbyists)
- General Public
- Primary & secondary students
- politicians
- General public
- School groups - Highschool
- senior citizens
- High School and College Groups
- educators
- environmental programs
- stake holder groups
- sportsmen
- high school
- Who ever else from the public who might be interested in participating
- School groups (high school)
- high school
- General public (other)
- college undergraduates
- adults, 30+
- school groups
- college
- General audience

## Appendix B (cont.) - Survey Results – Question # 6: 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> Highest Levels of Importance

*“What audience(s) should a tour program cater to? (One most important, five least important.)”*

- minority students of all ages
- General Public/Constituents
- Adult Groups
- civic groups
- Students
- Private service groups (scouts, etc)
- Government Officials
- High School students
- everyone
- School groups - pre Jr High
- clubs (gardening, etc.)
- Middle school groups
- students
- school groups
- fisherman
- local businesses and homeowners
- adults
- General public
- middle school
- Undergraduates looking at graduate school
- middle school & college age students
- grade school
- minority adults
- tourism professionals
- Recreational user groups: anglers/boaters
- Environmental Groups
- College Students
- School groups - Jr High
- general public
- tourists
- Teachers
- elementary school (they won't retain info)
- Funding agency representatives
- general public
- Teachers
- business leaders

**Appendix B (cont.) - Survey Results – Question # 6: 3<sup>rd</sup>, 4<sup>th</sup>, 5<sup>th</sup> Highest Levels of Importance (cont.)**

- Old people interested in the historic significance of Ft. J
- Conservation groups (they need to know what we do but often they have their own agenda and aren't always the best friend of the division)
- Fishermen (commercial & recreational)
- Adult clubs, teacher groups, Seniors, other resources managers

## Appendix B (cont.) - Survey Results – Question # 7

*"Please use this space to provide any additional comments regarding a Marine Division tour program".*

- I don't feel we have the man power to do this, especially in light of current events with the budget. Tours are mostly covered under education programs through the school systems. I think it will just turn into a tourist destination and we will be catering to the public rather than focusing on jobs and research. Perhaps an updated digital presentation during outreach shows. Possibly something available on-line to view. Also, if we continue to do the open house every other year, that would give the public a chance to check out what we do out here. We're not even sure that's going to happen this year. I'd say more articles describing research to bring us to the public rather than the other way around.
- Please know that most MRD employees are performing the work of more than one employee (some 3-4) and feel as though they are drowning in work load. They simply do not have much time to donate to tours, shadowing, etc. In addition, they have not had a merit raise since 2001 - why should MRD employees do anything more than their assigned job duties.
- A marriage between marine information and historical information to peak interest and inform different groups.
- Having someone available to show anyone interested around is incredibly valuable for PR...and you never know who that one person may be. Didn't realize we didn't have a tour program in place any longer.
- could be done with trained docents.
- This is the first I have heard of a MRD tour program.
- I do not believe that some of the programs that go on here that are available to the public are known by the public. it seems like Oyster, dolphin, and turtle get all the attention, why not tack on some info from other projects when speaking or promoting these.
- I think you all do a bang up job already with the resources that you're limited to, and ignore suggestions above if they duplicate efforts I'm not aware of. -- Mike Arendt
- Coordinate with Mike Denson to view fish. Visitors want to see live animals, but must be right time.
- Emphasize the dynamics of our estuarine system, and its uniqueness. Stress the importance of conservation and resource stewardship.
- It would be nice to have a continuous tour availability. Tourists visiting Charleston should also have the opportunity to visit MRD anytime during the week. We should welcome citizens to visit regularly. The annual "fair" at MRD has not been done in the last year or 2 and that should definitely be continued.
- short DVD showing variety of field work, responsibilities to start tour